DLA Customer Assessment Program. Past, present and future.

by

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I. Past - Traditional approach – “The Survey Program”

II. Present – Cycle 17 – Pilot Cycle.

III. Future – Cycle 1 – New Era for Customer Assessment.

IV. CRM and Customer Assessment.

V. Timelines.

VI. Qualitative efforts.

Important Distinction

"The Survey Program" - Traditional mail methodology, customer satisfaction survey.

Vs.

Customer Assessment Program – Comprehensive program to include qualitative research, methodology selection to fit the needs of specific customers, methodology implementation, data analysis, action plan and internal and external communication plan in conjunction with CRM rollout.

Quantitative:

-Surveys

Qualitative:

-Focus Groups

-Verbatim Comments

-CSART Reports

- VCC Data

I. Past - Traditional Approach – “The Survey Program.”

Traditional Survey

Survey:

- Mail methodology, measures overall satisfaction, utilized samples drawn from the DODAAC population via DORRA.

- Samples drawn by 10 participating field activities; DSCP-Med. DSCP-Subs., DSCP-G & I, DSCP C & T, DSCR, DSCC, DESC, DDC, DLIS and DRMS.

- Cycle 16 last completed survey by traditional method.

Shortcomings of traditional survey

- DODAAC Data base inadequate for surveying.
- Difficult to move to action:
  - Questions not conducive to actionability.
  - FAs low confidence in data gathering.
- No communication plan - Customers perceive no improvement as result of their feedback.
- Survey fatigue set in.

THEREFORE:

- 16.7% Response Rate - all time low – Is feedback fair representation of customer

II. Present – Cycle 17 – Pilot Cycle.

Cycle 17 – Survey - Split Methodology

Methodology I:

Multi-Stage Sample – Letter mailed to DODAACs requesting POC; followed up via phone; contractor to drill down to get to the "acquirer." JULY – SEPT 04

Benefit: Initial efforts to establish customer profiled database and survey individuals rather then DODAAC/unit.

- **Phone Survey** – Initiate a phone survey to multi-stage respondents. SEPT – OCT 04

Benefits:

- In-depth insight into customer concerns via phone.
- Improve upon current low response rate due to personalized survey subjects.
- Ability to drill down on the phone on customer issues an

Cycle 17 – Survey - Split Methodology

Methodology II:

- **Mail-Out Survey** – Disseminated and coordinated through National Account Manager (NAM) customer contacts. POCs to receive mailed paper questionnaire. SEPT. – OCT. 04

Drawbacks:

- Loss of “apples to apples” comparison since split populations.

Benefits:

- Encouraged participation due to NAM/customer relationship; therefore increased response rate from mailed paper survey anticipated.
- Methodology penetrates the organization from top down yielding new insight.
- Insight from a group of customers not typically surveyed.

III. Cycle 1 - New Era for Customer Assessment.

Cycle 1 - New Era for Customer Assessment

- Culmination of Cycle 17 feedback, CRM Transition Plan, CSR Focus Groups and other qualitative data.
- Establish basic framework of new customer assessment program.
- Specific look unknown until all qualitative efforts are analyzed; almost there but not there yet.

Cycle 1 – New Era for Customer Assessment – Likely Assumptions

- Will r

- Will set the framework for customer assessment future.
  Likely skeletal frame work – Qualitative research, methodology(s) selection, methodology(s) implementation, data analysis, action plan, internal and external communication plan.

- Will begin with Cycle 1 (approx. May 05) and evolve in conjunction with CRM Task Area II ; may be slight overlap.

- Likely to see variety of assessment tools based

IV. CRM and Customer Assessment.

CRM and Customer Assessment

- Customer assessment to be a deliberative process within CRM framework.
- Had data for years; now building process for actionability.
- Will take data from qualitative efforts, build strategy to operationalize.
- Customer Assessment Program recently moved from Centrally Managed Customer Programs (J-425) to, Functional Design Team (J-423 customer

V. Timelines

Timelines

- June – Dec. 04 – Cycle 17 beginning and completion.
- Aug. 04 CRM Transition Plan due.
- Aug. 04 – CSR Focus Groups.
- Approx. Dec. 04 – April 05 - Develop Cycle 1 methodology and management plan.
- Approx. May 05 Cycle 1 begins
- Approx. Nov. 05 Cycle 1 complete
- Approx. May 06 Cycle 2 begins
- Approx. Nov. 06 Cycle 2 complete.
- Approx. Jan 07 – firm baselines established, new era of customer assessment firmly in place.

VI. Qualitative Efforts.

How you help?

Participate in CSR Focus Groups:

- Gain valuable insight from key DLA customer touch points.
- Help shape the approach for soliciting feedback from customers.
- Utilize feedback to assist in development of new customer assessment program.
- To be conducted by ORC Macro.
- Will occur right here on Wed. afternoon